ORDER

Order / Rev: 36946 Orders

08841420 Alt Order #:

Product Desc: HELLER/SENATE/REP

Estimate:

Flight Dates: 09/12/12 - 09/18/12

Original Date / Rev:

08/09/12 / 09/10/12

Order Type: **GENERAL** KLAS

Mike Jones

Sales Office: K-WAS

Sales Region:

National

Agency

Name: Strategic Media Services

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Calendar: Billing Cycle:

Billing Type:

Primary AE:

Agency Commission:

15%

00:15:00

Cash

Broadcast EOM/EOC

Heller, Dean R-USS Advertiser Name:

Demographic:

Revenue Codes:

A35+

Product Codes:

PO1

Priority:

LV3 AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	
08/27/12	09/18/12	84	\$35,285.00	\$29,992.25	

Totals

Month	# Spots	Gross Amount	Net Amount	Rating		
September 2012	84	\$35,285.00	\$29,992.25	0.00		
Totals	84	\$35,285.00	\$29,992.25	0.00		

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones		•	Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$35,285.00		
Market	100%	\$117,616.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$29,404.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$5,880.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E1 8	09/12/12	09/14/12	8 News Now 5a M-	F CM	5-6a	WTF	:30	4	\$225.00LV2	0.00 NM	4	\$900.00
			8 News Now 5a M	-F								
6A NEV	VS									- 1		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 09/	10/12	09/16/12	WTF	4	\$225.00	0.00						
E 2 8	09/17/12	09/18/12	8 News Now 5a M-	F CM	5-6a	MT	:30	3	\$225.00LV2	0.00 NM	3	\$675.00
			8 News Now 5a M	-F								

Print Date: 09/21/12 14:31:45 Page 2 of 5

KLAS

Order / Rev:

36946

Advertiser:

Heller, Dean R-USS

Alt Order #:

08841420

Product Desc:

HELLER/SENATE/REP

Flight Dates:

09/12/12 - 09/18/12

Estimate:

Ln Ch Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start End **6A NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate MT----Week: 09/17/12 09/23/12 3 \$225.00 0.00 \$735.00 E 3 8 09/12/12 09/14/12 8 News Now 6a M-F CM 6-7a --WTF--:30 3 \$245.00LV2 0.00 NM 3 8 News Now 6a M-F **6A NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 --WTF--3 \$245.00 0.00 Week: 09/10/12 \$490.00 6-7a MT----:30 \$245.00LV2 0.00 NM 2 8 09/17/12 09/18/12 8 News Now 6a M-F CM 8 News Now 6a M-F **6A NEWS** Spots/Week Rating Rate Start Date End Date Weekdays 09/23/12 MT----\$245.00 0.00 Week: 09/17/12 \$150.00LV2 0.00 NM 3 CBS This Morning 7-9a CM 7-9a --WTF--:30 \$450.00 E 5 09/12/12 09/14/12 **CBS This Morning EARLY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 --WTF--\$150.00 0.00 09/16/12 \$150.00LV2 0.00 NM 2 \$300.00 E 6 09/17/12 09/18/12 CBS This Morning 7-9a CM 7-9a MT----.30 **CBS** This Morning **EARLY SHOW** Spots/Week Start Date **End Date** Weekdays Rate Rating \$150.00 0.00 Week: 09/17/12 09/23/12 MT----:30 \$250.00LV2 0.00 NM 3 \$750.00 CM 9-10a --WTF--09/12/12 09/14/12 Live w/Kelly Live With Regis & Kelly LIVE WITH KELLY Rate Rating Spots/Week Start Date **End Date** Weekdays \$250.00 0.00 09/16/12 --WTF--Week: 09/10/12 MT----:30 \$250.00LV2 0.00 NM 2 \$500.00 CM 9-10a E 8 8 09/17/12 09/18/12 Live w/Kelly Live With Regis & Kelly LIVE WITH KELLY Spots/Week Rating **End Date** Weekdays Rate Start Date \$250.00 0.00 09/23/12 MT----Week: 09/17/12 MT----:30 1 \$1,000.00LV1 0.00 NM \$1,000.00 10-11a 09/17/12 09/18/12 Price Is Right CM E 10 8 Price Is Right PRICE IS RIGHT **End Date** Weekdays Spots/Week Rate Rating Start Date 0.00 MT----1 \$1,000.00 Week: 09/17/12 09/23/12 MT----:30 1 \$1,500.00LV1 0.00 NM 1 \$1,500.00 Y&R CM 11a-12p E 12 8 09/17/12 09/18/12 Young & Restless YOUNG & RESTLESS Spots/Week Rate Rating Start Date **End Date** Weekdays 0.00 09/23/12 1 \$1,500.00 Week: 09/17/12 \$675.00 \$225.00LV2 0.00 NM 3 8 News Now Noon M-F CM --WTF--:30 12-1230p F 13 8 09/12/12 09/14/12 8 News Now Noon M-F NOON NEWS Rating Spots/Week Rate Start Date **End Date** Weekdays --WTF--\$225.00 0.00 Week: 09/10/12 09/16/12 0.00 NM MT----\$225.00LV2 8 News Now Noon M-F CM 12-1230p :30 2 2 \$450.00 09/17/12 09/18/12 8 News Now Noon M-F **NOON NEWS** Rating Weekdays Spots/Week Rate Start Date **End Date** MT----\$225.00 0.00 09/23/12 Week: 09/17/12 \$325.00LV2 0.00 NM \$325.00 --WTF--:30 1230-2p Soaps/ LMAD CM 1230-2p 09/12/12 09/14/12 Soaps / Let's Make A Deal **BOLD/LET'S MAKE** Rating Spots/Week Rate Start Date **End Date** Weekdays -WTF--\$325.00 0.00 Week: 09/10/12 09/16/12 \$350.00 --WTF--:30 \$350.00LV2 0.00 NM 1 E 16 09/12/12 09/14/12 The Talk 2-3P CM 2-3p 8 The Talk TALK - CBS

Print Date: 09/21/12 14:31:45 Page 3 of 5

KLAS

Order / Rev:

36946

Advertiser:

Heller, Dean R-USS

Alt Order #: Flight Dates: 08841420

09/12/12 - 09/18/12

Product Desc: HELLER/SENATE/REP

Estimate:

Rate Pri Rtg Type Spots Ln Ch **Inventory Code** Break Start/End Time Days Len Spots Amount Start End 09/12/12 09/14/12 The Talk 2-3P CM 2-3p -WTF--:30 \$350.00LV2 0.00 NM \$350.00 E 16 8 The Talk TALK - CBS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --WTF--\$350.00 0.00 \$325.00LV2 0.00 NM \$975.00 09/12/12 09/14/12 Ellen CM 3-4p --WTF--:30 3 8 **ELLEN End Date** Weekdays Spots/Week Rate Rating **Start Date** 09/16/12 --WTF--\$325.00 0.00 Week: 09/10/12 \$650.00 CM MT----:30 2 \$325.00LV2 0.00 NM 2 09/17/12 09/18/12 3-4p 8 Ellen E 18 Ellen **ELLEN** Spots/Week Rate Rating Start Date **End Date Weekdays** \$325.00 0.00 Week: 09/17/12 09/23/12 MT----2 \$900.00 E 19 09/12/12 09/14/12 8 News Now 4p M-F CM 4-5p --WTF--:30 \$300.00LV2 0.00 NM 3 8 News Now 4p M-F (4:30 PM-5:00 PM) **4P NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate --WTF--0.00 Week: 09/10/12 09/16/12 \$300.00 \$600.00 :30 \$300.00LV2 0.00 NM 2 CM MT----E 20 09/17/12 09/18/12 8 News Now 4p M-F 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F **4P NEWS** Weekdays Spots/Week Rate Rating Start Date **End Date** 09/23/12 MT----\$300.00 0.00 Week: 09/17/12 6 \$2,250.00 8 News Now 5-630p M-FCM 5-630p --WTF--:30 \$375.00LV2 0.00 NM 09/12/12 09/14/12 E 21 8 News Now 5-630p M-F **5P NEWS** Spots/Week Rating **Start Date End Date Weekdays** Rate \$375.00 0.00 --WTF--09/16/12 Week: 09/10/12 :30 \$375.00LV2 0.00 NM 2 \$750.00 8 News Now 5-630p M-FCM 5-630p MT----E 22 09/17/12 09/18/12 8 News Now 5-630p M-F **5P NEWS** Rating End Date Weekdays Spots/Week Rate Start Date MT----\$375.00 0.00 Week: 09/17/12 09/23/12 09/12/12 09/14/12 630-7p Inside Edition --WTF--:30 \$300.00LV2 0.00 NM 3 \$900.00 CM 630-7p 8 E 23 Inside Edition **INSIDER** Rating Start Date **End Date** Weekdays Spots/Week Rate 0.00 --WTF--\$300.00 Week: 09/10/12 09/16/12 3 \$600.00 2 \$300.00LV2 0.00 NM 2 :30 09/17/12 09/18/12 630-7p Inside Edition CM 630-7p MT----E 24 Inside Edition **INSIDER** Rating **End Date** Weekdays Spots/Week Rate **Start Date** 09/23/12 MT----\$300.00 0.00 Week: 09/17/12 CM 7-8p --WTF--:30 \$325.00LV2 0.00 NM 3 \$975.00 09/12/12 09/14/12 7-8p Rotator 8 7-8p Rotator ET/INSIDER **Start Date End Date** Weekdays Spots/Week Rate Rating 0.00 --WTF--\$325.00 Week: 09/10/12 09/16/12 \$325.00LV2 0.00 NM 2 \$650.00 :30 2 7-8p MT----09/17/12 09/18/12 7-8p Rotator CM 7-8p Rotator **ET/INSIDER End Date** Spots/Week Rate Rating Weekdays Start Date Week: 09/17/12 09/23/12 MT----\$325.00 0.00 --WTF--:30 \$500.00LV2 0.00 NM 3 \$1,500.00 8 News Now 11p M-F CM 11-1135p 09/12/12 09/14/12 E 27 8 News Now 11p M-F 11P NEWS Rating Spots/Week Rate **Weekdays** Start Date **End Date** -WTF--\$500.00 0.00 09/16/12 Week: 09/10/12 :30 1 \$2,100.00LV2 0.00 NM \$2,100.00 09/18/12 09/18/12 CM 9-10p E 29 8

Print Date: 09/21/12 14:31:45 Page 4 of 5

KLAS

Order / Rev:

36946

Advertiser:

Heller, Dean R-USS

Alt Order #:

08841420

Product Desc:

HELLER/SENATE/REP

Flight Dates:

09/12/12 - 09/18/12

Estimate:

Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Tue 9-10p NCIS: LA NCIS:L//NCIS 9 Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 -T----1 \$2,100.00 0.00 Week: 09/17/12 Rate Rtg Type Weekdays Length Spot Ch Date Range **Description** Start/End Time :30(\$2,100.00) 0.00 NM 8 09/17/12-09/23/12 Tue 9-10p 9-10p 1 See MG 29.2 [Program PE'd due special 9-11p "NCIS LA Season Finale". If client approves, use "Tuesday Prime Special" - bco] :30 \$2,100.00 0.00 NM 9-11p (10:00 PM-11:0C-T-----8 09/17/12-09/23/12 Tue Prime Special MG for 29.1 09/18 :30 1 \$2,300.00LV2 0.00 NM \$2,300.00 CM --W----E 30 09/12/12 09/12/12 Wed 9-10p 9-10p Criminal Minds **CRIMINAL MINDS** Rating **End Date** Weekdays Spots/Week Rate Start Date Week: 09/10/12 09/16/12 --W----\$2,300.00 0.00 09/14/12 09/14/12 Fri 9-10p CM 9-10p ---F--:30 1 \$1,200.00LV2 0.00 NM \$1,200.00 F 31 CSI: NY **MENTALIST** Weekdays Spots/Week Rate Rating **Start Date End Date** ---F--\$1,200.00 Week: 09/10/12 09/16/12 1 0.00 NM 2 \$700.00 :30 \$350.00LV2 09/15/12 09/16/12 8 News Now 11p Sa/SuCM 11-1135P ----SS 8 News Now Sa/Su 11p WKND LATE NEWS Rating **Start Date End Date Weekdays** Spots/Week Rate ----SS \$350.00 0.00 Week: 09/10/12 09/16/12 5-7a ----S-:30 \$85.00LV2 0.00 NM \$85.00 CBS Early Show - Sat. CM 09/15/12 09/15/12 E 33 CBS Early Show - Sat. **CBS SAT AM** Spots/Week Rating **Start Date End Date Weekdays** Rate \$85.00 0.00 09/16/12 ----S-Week: 09/10/12 \$300.00 0.00 NM 1 :30 \$300.00LV2 F 34 8 09/15/12 09/15/12 **NCAA Football** CM NCAA College Foo----S-(12:30 PM-4:00 PM) NCAA College Football SEC FOOTBALL Spots/Week Rating Start Date **End Date** Weekdays Rate ----s-\$300.00 0.00 Week: 09/10/12 09/16/12 ----S-:30 \$175.00LV2 0.00 NM \$175.00 8 News Now Sat 5-7p 5-7p 09/15/12 09/15/12 E 35 8 News Now Sat 5-7p WKND NWS Spots/Week Rating **Start Date End Date Weekdays** Rate \$175.00 0.00 09/16/12 ----S-Week: 09/10/12 \$500.00 0.00 NM :30 \$500.00LV2 E 36 8 09/15/12 09/15/12 Sat Prime Special CM 8-10p ----S-(8:00 PM-10:00 PM) KLAS Movie **CRIMETIME** Spots/Week Rating **End Date** Weekdays <u>Rate</u> Start Date ----S-\$500.00 0.00 Week: 09/10/12 09/16/12 CBS Sunday Morni----S :30 \$850.00LV1 0.00 NM \$850.00 09/16/12 09/16/12 CBS News Sunday Morr@M E 37 8 **CBS News Sunday Morning CBS SUN AM** Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate ----S \$850.00 0.00 Week: 09/10/12 09/16/12 \$850.00LV1 0.00 NM \$850.00 8 News Now Sun A----S :30 1 09/16/12 09/16/12 8 News Now Sun AM #2CM 8 8 News Now Sun AM #2 **8A NEWS** Weekdays Spots/Week Rating Rate Start Date End Date ----S \$850.00 0.00 Week: 09/10/12 09/16/12 0.00 NM Sun 7-8p 1 \$3,375.00LV1 \$3,375.00 09/16/12 09/16/12 CM 7-8p ----S :30 **60 Minutes 60 MIN** Spots/Week Rating Start Date **End Date Weekdays** Rate 09/16/12 ----S \$3,375.00 0.00 Week: 09/10/12

Print Date: 09/21/12 14:31:45 Page 5 of 5

84

Totals

\$35,285.00

Order / Rev:

Alt Order #:

Flight Dates:

36946

Advertiser:

Heller, Dean R-USS

09/12/12 - 09/18/12

08841420

Product Desc:

HELLER/SENATE/REP **KLAS**

Estimate:

		.				· · · ·				5. 5.	D. T		
Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
N 43	8	09/12/12	09/12/12	Wed 8-9p	CM	8-9p	W	:30	1	\$1,600.00LV3	0.00 NM	1	\$1,600.00
				Big Brother									
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 09/	10/12	09/16/12	W	1	\$1,600.00	0.00						
N 44	8	09/16/12	09/16/12	Sun 9-10p	CM	9-10p	S	:30	1	\$1,200.00LV3	0.00 NM	1	\$1,200.00
				Good Wife		•							
	Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 09/	10/12	09/16/12	S	1	\$1,200.00	0.00						
N 45	8	09/12/12	09/18/12	8 News Now 4-5a	CM	4-5a	MTWTF	:30	5	\$20.00LV4	0.00 NM	5	\$100.00
				8 News Now 4-5a	1								
	Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 09/	12/12	09/18/12	MTWTF	5	\$20.00	0.00						
N 46	8	09/17/12	09/18/12	137-237a M-F Ele	c Plyg@M	137-237a	MT	:30	2	\$40.00LV2	0.00 NM	2	\$80.00
				Electric Playgrour	nd/ET	(1:37 XM-2:3	7 XM)						
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 09/	17/12	09/23/12	MT	2	\$40.00	0.00						
N 47	8	09/12/12	09/14/12	137-237a M-F Ele	c Plyg@M	137-207a	WTF	:30	1	\$20.00LV4	0.00 NM	1	\$20.00
				Electric Playgroui	nd/ET	(1:37 XM-2:3	37 XM)						
	Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 09/	10/12	09/16/12	WTF	1	\$20.00	0.00						